

"INTERCAST USING GAP TELEVISION SIGNAL"

Nikkei Electronics, Japan, Nikkei BP Corp. (18 December 1995, No. 651, p. 106)

Broadcasting companies, cable TV companies, and satellite broadcasting companies regard the Internet as a new service and the Internet sector as easy to enter for operators compared with wide area communications services, such as telephone.

In order to have a telephone line put in, it is necessary to interconnect to an existing communication company's network, and connection fees and regulation becomes big problem.

It is only necessary to readjust the existing network, in the case of the Internet.

A typical example is the project Intercast, for realizing WWW connection services using broadcast networks, such as ground [terrestrial broadcast] waves, satellite, and cable TV.

Broadcasting companies, such as the U.S.'s NBC, took the lead, and Intercast was inaugurated in October, 1995. The service is expected to start within 1996.

Intercast will transmit HTML data by multiplexing it into the vertical blanking intervals of a television signal.

For example, in the case of a sport program, depending on the nature of the program, still pictures and video clips of the score or highlights would be sent.

This in itself is no different from teletext.

Intercast differs from teletext in its ability to access linked related information from a personal computer in the same way as one would access a conventional WWW server.

When moving to a link, an analog telephone line or ISDN is used.

While this movement is currently limited to the United States, the system is similar to teletext, and the same movement will probably spread to Japan.